

## 2019 COURSE CATALOG

### Session One (1:00 – 2:10)

#### BUDGET AND FINANCE TRACK

**Session:** *Lost in Translation – Understanding and Communicating Numbers in your Nonprofit*

**Speaker:** Brad Garland  
CPA, Brand Blackwell and Co

**Overview:** The accounting, bookkeeping, and tax aspects of a nonprofit can seem like a foreign language, but having a solid system in place can simplify the process for you, your board, and your donors to comprehend how the financials translate into reports, returns, and results.

#### BUILDING EFFECTIVE TEAMS TRACK

**Session:** *Look Who's Talking*

**Speaker:** Beth Zinn  
Program Director, Leadership Greater Huntsville  
Christina Hearne  
Program Director, Leadership Greater Huntsville

**Overview:** Communication is vital to any organization and any relationship. Participants will explore communication styles and preferences for themselves and others. This session will provide tools to appreciate the different priorities, preferences, and values individuals bring to any team. Participants will leave with a better understanding of how to leverage the strengths of each member of a team and how to communicate effectively with everyone.

#### COMMUNITY CONNECTIONS TRACK

**Session:** *Community Collaboration*

**Speaker:** Allison Black Cornelius  
CEO, Greater Birmingham Humane Society

**Overview:** Too many organizations work in isolation from one another. Collective impact brings people together, in a structured way, to achieve social change. The Collective Impact Model is a framework and methodology for collaboration across non-profit, business and governmental sectors to make progress on a complex social issue.

#### FUNDRAISING TRACK

**Session:** *Building a Culture of Philanthropy*

**Speaker:** Jeff Schreifels  
Senior Partner, Veritus Group

**Overview:** To create a true culture of philanthropy in your organization; donors have to be part of your mission. We believe this is a radical idea. So, what does this mean? This session walks you through specific benchmarks to see how your organization measures up, and how to move it forward.

#### MARKETING TRACK

**Session:** *Video Marketing: Practical Tips and Inspiring Storytelling Methods*

**Speaker:** Thomas Coiner  
Creative Director, Knight Eady

**Overview:** Today's content marketing is driven by video. Everyone needs to be creating and sharing videos and this session is designed to help take the stress away from creating great videos. Thomas Coiner, Creative Director at Knight Eady, will break this session down into two parts: practical shooting, editing and element sourcing tips catered towards small, non-profits; and the effects that thoughtful storytelling has on video engagement.

#### OPERATIONS TRACK

**Session:** *Nonprofit Human Resources & Employment Law*

**Speaker:** Nancy Washington Vaughn  
Attorney & Certified HR Professional, The Law Office of Nancy Washington Vaughn

**Overview:** Effective management of personnel in compliance with state and federal employment laws is critical to the operation of a nonprofit organization. This session will include an explanation of Alabama and federal employment laws as well practical information about how nonprofits can comply with the law. The session will cover general human resources best practices as they relate to employment law.

#### PUBLIC RELATIONS TRACK

**Session:** *THE BIG ASK: Effective Methods of Reaching Donors to Support Your NonProfit*

**Speaker:** Kristin Scroggin  
Owner and Lead Trainer, genWHY Communication Strategies

**Overview:** Unfortunately, in order to reach donors of every generation, you are going to have to employ more than one method. This presentation will give you tools to appeal to every generation as well as the best method to reach every generation.

### Session Two (2:25 – 3:35)

#### BUDGET AND FINANCE TRACK

**Session:** *From Bookkeeping to the Boardroom*

**Speaker:** Chuck Brand  
CPA, Brand Blackwell and Co

**Overview:** The financial records of your nonprofit aren't just for reporting purposes. This session will help you take the bookkeeping numbers and translate them into usable information for more effective decision making. Cost-benefit analysis, KPIs, and more will be covered in this seminar for established nonprofits.

### BUILDING EFFECTIVE TEAMS TRACK

**Session:** *Teamwork Makes the Dream Work*

**Speaker:** Emily Rogers  
*Program Director, Leadership Greater Huntsville*

Geoff Otieno

*Operations Director, Leadership Greater Huntsville*

**Overview:** A productive, high functioning team is more ... well, productive ... but it also is more fun! In this session, participants will explore what makes a cohesive team and how to build their own 'dream team'. Whether you are the manager of an internal team or managing volunteers, this session will provide tips and insights to help your teams work more effectively.

### COMMUNITY CONNECTIONS TRACK

**Session:** *Charity Tracker 101*

**Speaker:** Joey Yarber  
*Community Impact Specialist, Simon Solutions, Inc.*

Mike Simon

*Community Impact Specialist, Simon Solutions, Inc.*

**Overview:** Discover a better way to find, coordinate, and collectively mobilize local community resources in more powerful and productive ways. The results: people are better served, agencies are better informed, and communities are better engaged. This will advance a more networked, collaborative, and comprehensive approach for transforming people's lives.

### FUNDRAISING TRACK

**Session:** *Avoiding Donor Dangers: 10 Tips for Staying Out of Jail and Hell*

**Speaker:** Allison Black Cornelius  
*CEO, Greater Birmingham Humane Society*

**Overview:** Ethics and accountability are important, but nonprofit fundraising professionals are often one-man shops at their organization. How are you at meeting the basic requirements of documentation and compliance for both state and federal

entities? Here participants will learn about common pitfalls, mistakes, legal issues, and IP concerns that are essential knowledge for fundraisers.

### MARKETING TRACK

**Session:** *Developing and Organizing Your Social Media Plan*

**Speaker:** Jay Hixon  
*Communications and Events Specialist, Thrive Alabama*

Alicia King

*Communications Associate, Huntsville Museum of Art and Our Valley Events*

Beth Ridgeway

*Social Media Specialist, Huntsville-Madison County Convention and Visitors Bureau*

Samantha Nielsen

*Director of Communications, Huntsville Museum of Art*

**Overview:** Social media is an opportunity to tell your story, engage with supporters and get results—which means there's no time like the present to create or refresh your social media strategy. But where do you begin? And once you've developed your plan, how do you organize all of your content into a way that doesn't leave you pulling your hair out? Our panel of social media gurus are here to help. From guiding you through the beginning stages of creating a strong social media plan to developing a thoughtful approach to content creation and scheduling, you'll leave this session with tips and tricks to empower you to level up your organization's social media game.

### OPERATIONS TRACK

**Session:** *Cybersecurity 101*

**Speaker:** Shane Liptack  
*Vice President of Cybersecurity Operations, Gray Analytics, LLC*

**Overview:** Cybersecurity is an important aspect of all business operations including nonprofit entities. This session will focus on best practices in cybersecurity that a nonprofit

entity can implement to manage and secure its electronic data of personnel, donors, clients, and other stakeholders.

### PUBLIC RELATIONS TRACK

**Session:** *ON AIR: How to make an impact in TV & Radio Interviews*

**Speaker:** Daniela Perallon  
*Marketing & PR Manager, Arts Huntsville*

**Overview:** Racked with nerves before an on air interview? Baffled about how to distill information into sound bites? Want to improve your presence on TV? This session will address how to make an impact on-air, from how to speak, sit, dress, and project energy, confidence and authority when promoting your cause.

### Session Three (3:50 – 5:00)

#### BUDGET AND FINANCE TRACK

**Session:** *7 Critical Keys for Success*

**Speaker:** Dave Lakin  
*CFO/Founder, Acacia Business*

**Overview:** Understanding the top characteristics of high performing organizations is critical in today's highly competitive environment. We'll discuss changes you can make right away to improve performance and effectiveness for you nonprofit.

#### BUILDING EFFECTIVE TEAMS TRACK

**Session:** *Leading Change for Non-Profits & Social Enterprises*

**Speaker:** Pam Marmom  
*CEO + Founder, Marmon Consulting*

**Overview:** Serving the community is your high priority, and growing your impact requires your organizational infrastructure to scale. Transform your organization by minimizing the disruptive effects of change, which can stifle organizations. Increase organizational readiness to embrace change, inspire optimal productivity during uncertainty and overcome resistance. This workshop is designed for Executive

Directors, Board Members, and non-profit leaders who plan to lead their non-profit organization through a transformation

effective ways to spend your advertising dollars, you will learn about each traditional and non-traditional form of marketing to help you develop a strong communication plan for your organization. Geared towards small to mid-sized non-profits.

## EXTENDED SESSIONS (1:00 – 5:00)

*The three tracks below – Board Governance, Nonprofit 101, and CEO – are extended sessions that run the entire time from 1:00 – 5:00. You may select either one of these extended sessions, or mix and match from the above tracks.*

### COMMUNITY CONNECTIONS TRACK

**Session:** *Collaboration Starts with Conversation: A Madison County Case Study*

**Speaker:** Missy Hanks  
Case Manager, ELM Foundation  
Jennie Robinson  
Board Member, ELM Foundation

**Overview:** The Community Connections project has created a collaborative network in Madison County that connects nonprofits, churches, government agencies, and corporate partners in a virtual network to exchange information, get help, make referrals, and share resources. Monthly meetings further increase trust leading to greater community problem solving. Learn how you can join the collaborative network or start one of your own!

### OPERATIONS TRACK

**Session:** *Nonprofit Insurance Best Practices*

**Speaker:** Joe Mullins  
Licensed Agent, Legacy Insurance

**Overview:** Insuring a nonprofit organization is essential to protecting the entity. This session will cover methods to identify the right nonprofit insurance coverage for a fair price. The presenter will provide a checklist to help guide nonprofits through various types of insurance and terminology to determine if your nonprofit and Board are adequately covered.

### BOARD GOVERNANCE TRACK (EXTENDED SESSION)

**Speaker:** John Allen  
CEO, Huntsville Committee of 100

**Overview:** Effective Board Governance will expose you to the tips, tools, and techniques to be a great non profit board member and leader. You will explore the reasons to have great board governance documents including bylaws, policies, and procedures to have an effective governing board. Of equal importance is knowing your own personal role as a board member including your required responsibilities. Finally, we will look at the use of agendas and Robert's Rules of Order to execute efficient business meetings for your board. Having the correct governing documents, with trained board members, with effective meeting management can propel your board and your organization forward with purpose.

### FUNDRAISING TRACK

**Session:** *7 Pillars of a Major Gift Program*

**Speaker:** Jeff Schreifels  
Senior Partner, Veritus Group

**Overview:** This session covers everything you need to know about creating, building, or maintaining a strong major gifts program in your organization. Whether you are a small nonprofit or a large nonprofit organization, these seven pillars will help you raise more money with your major gifts program.

### PUBLIC RELATIONS TRACK

**Session:** *PRoBono Unwrapped*

**Speaker:** Megan Nivens  
PRoBono Chair, NAPRCA  
Ashley Polesak  
Public Relations Officer, City of Huntsville, PRoBono Committee  
Angela Walker  
Founder, Huntsville Community Drumline

**Overview:** A case study highlighting NAPRCA's annual PRoBono Project, featuring 2018 recipient Huntsville Community Drumline. This panel will include a brief overview on the PRoBono Program and how it helps local nonprofits. A detailed glimpse at common challenges that are faced in the nonprofit world will be dissected, with strategic recommendations and real-world key takeaways that will benefit any nonprofit in the area.

### NONPROFIT 101 - ESSENTIALS FOR THOSE NEW TO THE NONPROFIT WORLD TRACK (EXTENDED SESSION)

**\*Session A:** *Building a Team Around You AND Leading them to SOAR!*

**Speaker:** Chris Newlin  
Executive Director, National Children's Advocacy Center

**Overview:** A proven leader in the inter-disciplinary approach to service will walk attendees through the essentials of building a strong team, supporting and nurturing them to grow professionally while feeding your mission to make a difference.

### MARKETING TRACK

**Session:** *Make Your Marketing Budget Work for You*

**Speaker:** Mark Moore  
Director of Development & Marketing, Thrive Alabama

**Overview:** Learn the ins and outs of developing a strategic communication plan that fits your budget with Mark Moore, Director of Development & Marketing at Thrive Alabama. From utilizing earned media and placing PSAs, to identifying the most cost

**\*Session B: *KEY TO LONG TERM SUCCESS: How Vision Fosters Collaboration***

**Speaker:** Bryan Dodson  
*Retired/Consultant, Former Executive Director of Phoenix*

**Overview:** Understand how a well written vision statement can become a springboard for collaboration with corporate and social enterprises in your community from one of the best in the business, a local nonprofit leader who grew and lead Phoenix for over 35 years.

**\*Session C: *WHY MARKET RESEARCH IS IMPORTANT – Look Before You Leap***

**Speaker:** Cathy Miller  
*Community Impact Director, United Way of Madison County*

**Overview:** Explore resources including United Way of Madison County's Community-Wide Needs Assessment to understand your place to contribute and how to best follow your passion while being smart about responding collaboratively to community need.

**\*Session D: *Defining Board/Staff Roles to Deliver On Your Mission***

**Speaker:** Carol Bell  
*CEO, Carol Bell Consulting*

**Overview:** Nonprofit organizations need a strong, effective board to deliver on their promises to the community. Learn how defining roles of board members and staff is essential for all nonprofit organizations to be successful and receive tips on how to put that into practice.

**\*Session E: *Communications and Marketing for Today's Small or New Nonprofit***

**Speaker:** Vicki Morris  
*President, Face-to-Face Marketing/RISE (Regional Innovators Sustaining the Eco-System)*

**Overview:** *Coming soon!*

**\*Session F: *I HATE NUMBERS BUT I LIKE WHAT THEY TELL ME – Being Fiscally Responsible***

**Speaker:** Jason Vandiver  
*VP of Commercial Banking, PNC Bank*

**Overview:** This session helps attendees get a handle on the essentials nonprofit fiscal responsibility and includes understanding a 990, reading financial statements and reports, smart spending and planning, AND MORE!

**\*Session G: *A Conversation with Experts Who Walk the Walk and Talk with Talk***

**Speaker:** Jerry Courtney  
*President, Heart of the Valley YMCA*  
Susan Klingel  
*Executive Director, Arc of Madison County*  
Janet Gabel  
*Executive Director, Crisis Services of North Alabama*

**Overview:** There's no better way to understand YOUR next steps than to hear from those who have walked before you – five expert nonprofit leaders share what they've learned, what they wish they had known when they began their journey and answer YOUR QUESTIONS.

**\*Session H: *CLOSEOUT - BE INSPIRED, BE ACTION-ORIENTED - ALL SYSTEMS GO!***

**Speaker:** Cathy Miller  
*Community Impact Director, United Way of Madison County*

**Overview:** Powerful closing you won't want to miss including comments related to BUILDING A TRIBE – SUCCESS THROUGH COMMUNITY-MINDEDNESS - final fabulous resources that you need to raise your profile, secure volunteers, and build a strong referral system – AND IT'S ALL FREE!

**\*These eight workshops are part of one extended session and therefore may only be registered for as a group.**

**CEO TRACK (EXTENDED SESSION)**

**Session:** ***Standards for Nonprofit Excellence: Getting Your Organizational "House" in Order***

**Speaker:** Shannon Ammons  
*CEO, Alabama Association of Nonprofits*

**Overview:** Are you thinking It's time to do some strategic planning? Is a capital campaign in your near future? Or maybe it's time to think about succession? Before you tackle any of these issues, it's always best to get your organization in order. Too many times we find ourselves on the "hamster wheel" of get the funding – run the program. Great organizations and great leaders have the ability to see the big picture while also focusing on efficiencies and effectiveness of governance, management, AND operations. We will be introducing Standards for Nonprofit Excellence, a tool that will help you get your organizational house in order. Standards is the leading resource of best practices for nonprofit organizational governance, management, policies & procedures, and legal compliance at any stage of a nonprofit's lifecycle. What makes this session unique is that we won't just talk about accountability. We will provide common-sense approaches to achieving the highest standards for you, your organization and the community you serve. (BOARD CHAIR MUST ATTEND WITH CEO. If you are interested in attending this session, please send an email to [info@communityfoundationhsv.org](mailto:info@communityfoundationhsv.org).)